PROS AI Branding

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PROS AI (Profit & Revenue Optimization Software) specializes in AI-powered CPQ solutions trained on more than 40 years of proprietary customer data.

The combined knowledge, experience and insight exhibited by PROS employees and the PROS AI platform represents a valuable resource in the world of profit and revenue opitmization. Inspired by this, the branding was designed to embrace a no-nonsense, editorial approach with the promise to be honest, sincere and trustworthy.

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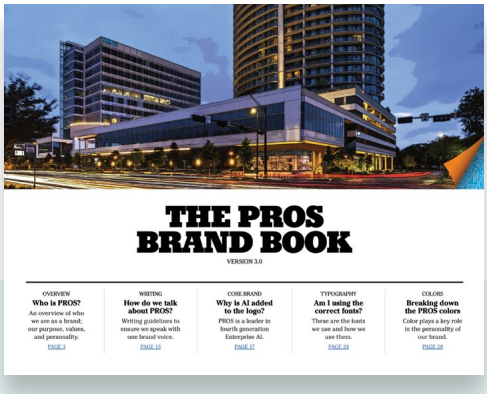
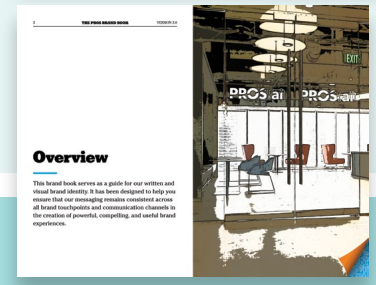


THE PROS BRAND BOOK

VERSION 3.0

OVERVIEW	WRITING	CORE BRAND	TYPOGRAPHY	COLORS
Who is PROS?	How do we talk about PROS?	Why is AI added to the logo?	Am I using the correct fonts?	Breaking down the PROS colors
An overview of who we are as a brand; our purpose, values, and personality.	Writing guidelines to ensure we speak with one brand voice.	PROS is a leader in fourth generation Enterprise AI.	These are the fonts we use and how we use them.	Color plays a key role in the personality of our brand.
PAGE 3	PAGE 13	PAGE 17	PAGE 24	PAGE 28



Overview

This brand book serves as a guide for our written and visual brand identity. It has been designed to help you ensure that our messaging remains consistent across all brand touchpoints and communication channels in the creation of powerful, compelling, and useful brand experiences.

OUR MISSION

Our mission is to help people and companies outperform by enabling smarter selling in the digital economy.

We've developed our predictive and prescriptive guidance over decades of testing in complex, real-world business cases, and our team of experts represent the industry's best.

OUR VOICE

Our honesty gives us an editorial voice

Our integrity gives us an honest voice

Our collaborative philosophy drives the desire to speak with clarity

Our intelligence gives us the desire to educate

Our speed gives us the voice of an innovator

Our HONESTY gives us an editorial voice—a desire to inform without prejudice, not to excite dazzle, and never to talk down to others.

Our INTEGRITY gives us an honest voice—to always tell the truth of our platform and products, and not to lie or deceive about ourselves or competitors.

Our COLLABORATIVE philosophy drives the desire to speak with clarity—to ensure that everyone understands our story in the simplest way possible.

Our INTELLIGENCE gives us the desire to educate—we talk to ourselves and others in an storytelling tone, not as someone trying to hard sell.

Our SPEED gives us the voice of an innovator—ready to try new things and dare to fail.

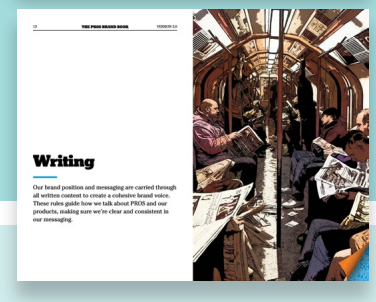
OUR TECHNOLOGY

We are cloud-native and multi-cloud (Azure, AWS, IBM).

We are latest generation SaaS—with the most advanced multi-tenant, micro-services infrastructure which is highly available, highly secure, and performance-optimized. Our 4th generation Enterprise AI leverages neural networks—AI is behind everything we do.

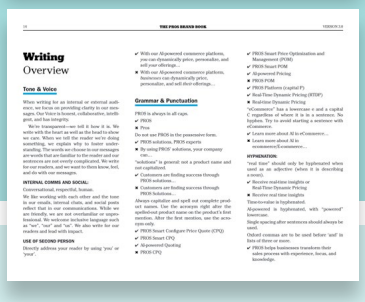
We are the most complete Profit & Revenue Optimization Software platform in the world, and all of our solutions work to support a multitude of capabilities across multiple industries.

We connect seamlessly with all major ERP and CRM systems, including Oracle, SAP, Dynamics365, Salesforce, and many more.



Writing

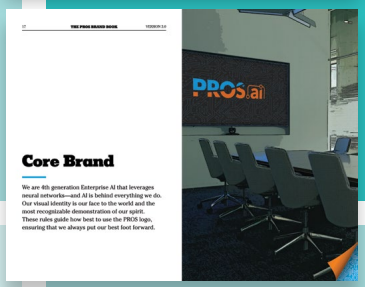
Our brand position and messaging are carried through all written content to create a cohesive brand voice. These rules guide how we talk about PROS and our products, making sure we're clear and consistent in our messaging.



Writing Overview

Tone & Voice

Grammar & Punctuation



Core Brand

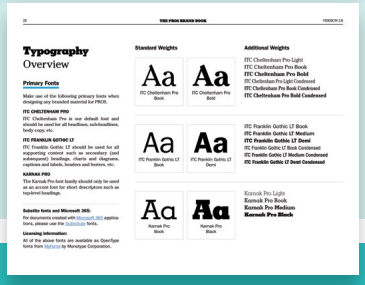
We are 4th generation Enterprise AI that leverages neural networks—and AI is behind everything we do. Our visual identity is our face to the world and the most recognizable demonstration of our spirit. These rules guide how best to use the PROS logo, ensuring that we always put our best foot forward.

Core Brand Overview

Social Icon & QR Codes

Typography

Typography upholds a consistent visual identity. Carefully-chosen fonts, styles, and sizes ensure coherence across all touchpoints, enhancing brand recognition. These rules are designed to help you reinforce and distinguish our message, as we aim to create powerful and memorable connections with our readers.



Typography Overview

Primary Fonts

Standard Weights

Additional Weights

Colors

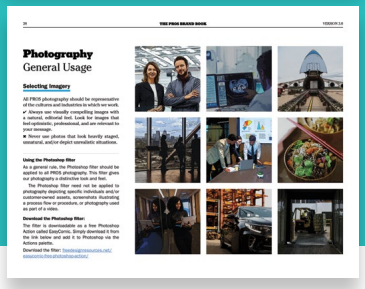
PROS is a leader in Enterprise AI. We are bold and not afraid to disrupt. Color plays a key role in the personality of our brand. Consistency in color use builds recognition and trust. It helps guide design choices, maintaining brand integrity and enhancing brand association in the minds of our customers.

Colors Overview

Primary Colors

Photography

We use photography to express our corporate values, personality, and diversity, as well as portray business solutions and concepts. Carefully selected photography helps evoke emotions that can be difficult to express solely in words, to enhance content, communication, and brand experiences.

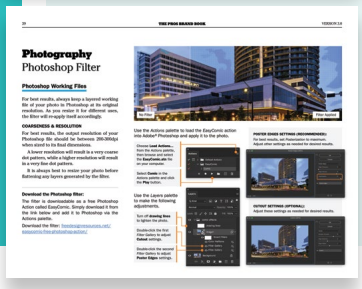


Photography General Usage

Selecting Imagery

Using the Photoshop filter

Download the Photoshop filter:



Photography Photoshop Filter

Photoshop Working Files

Download the Photoshop filter:

PROS AI Website

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The PROS website represents a wealth of knowledge in the world of profit and revenue optimization. The website was designed to embrace an editorial look and feel, focused on well-written content.

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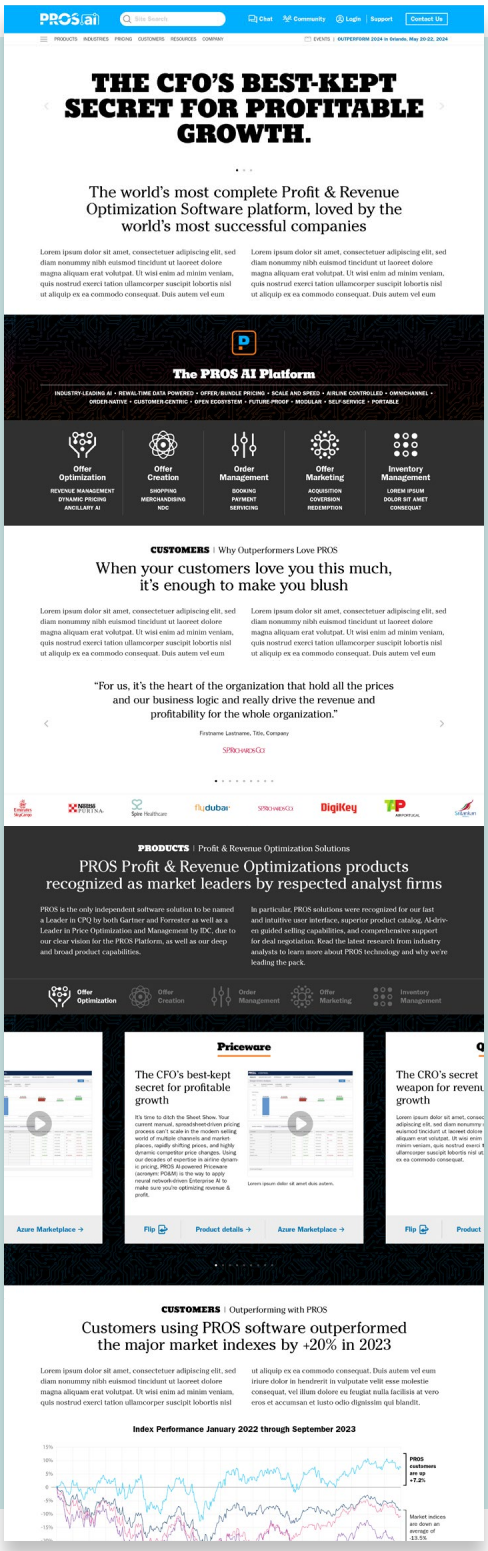

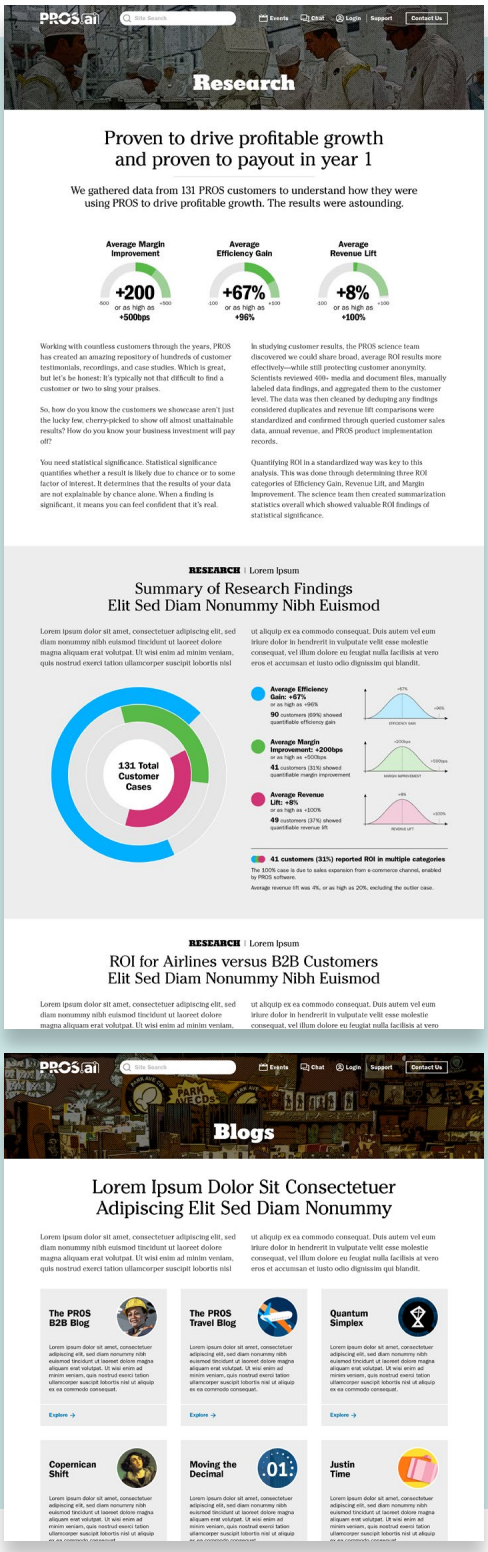

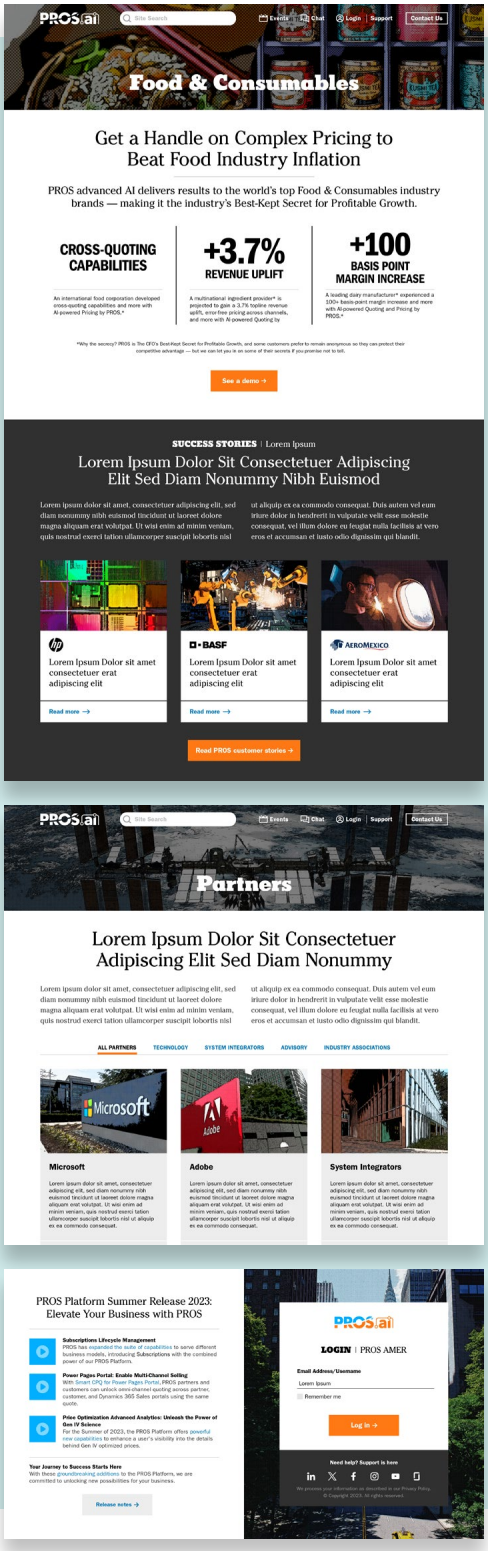

PROS AI Tradeshows

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Tradeshow material includes printed communications with QR codes linked to online resources, as well as flexible templates for social media posts, webinars, videos and other promotional content.

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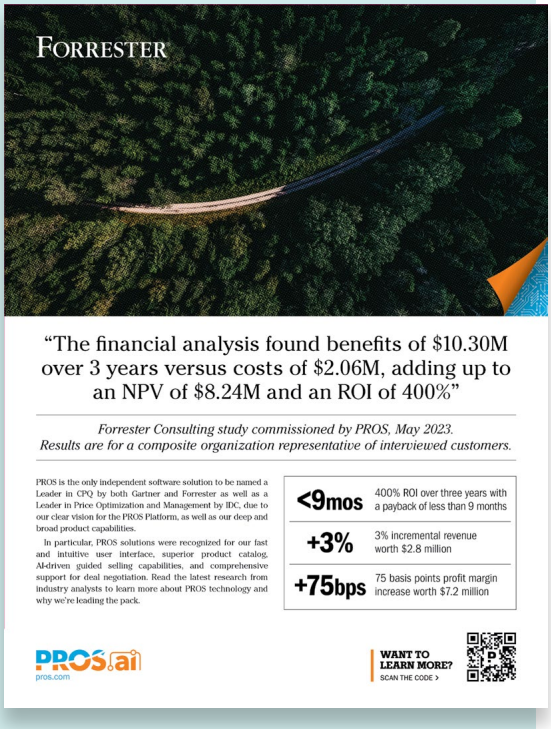

PROS AI Presentations

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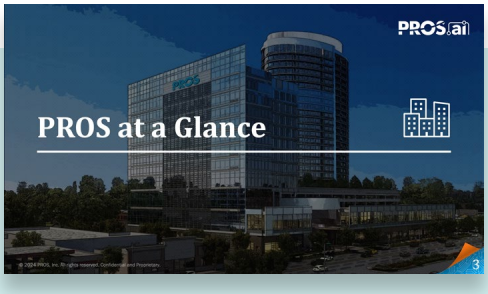
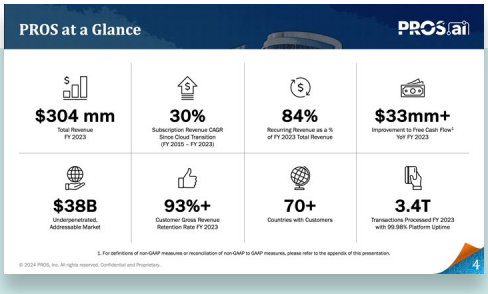
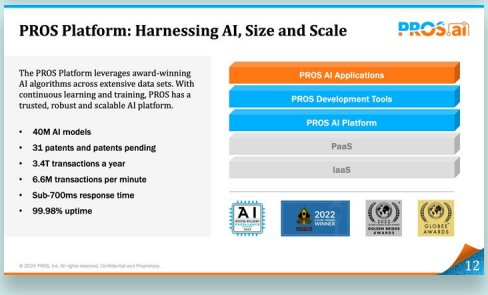
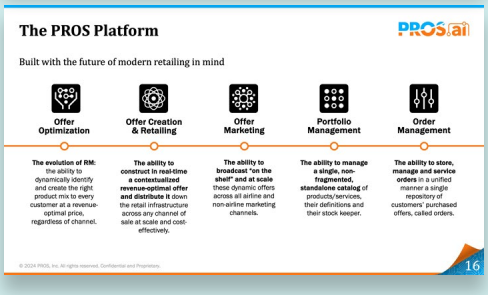
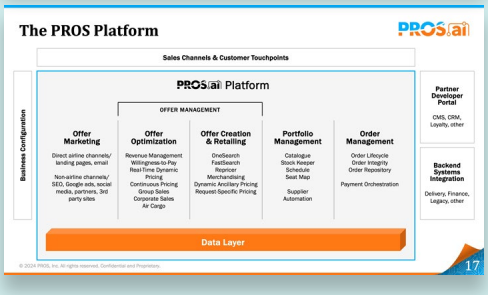
Presentations can include a mixture of content from curated slides libraries as well as custom content using branded templates. Wherever possible, slides and templates are built natively and optimized for maximum editibiity and minimum file size.

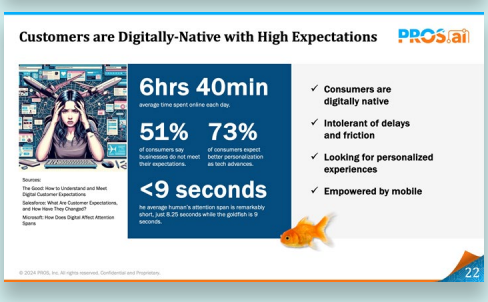


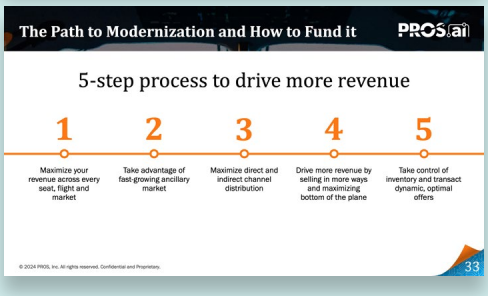


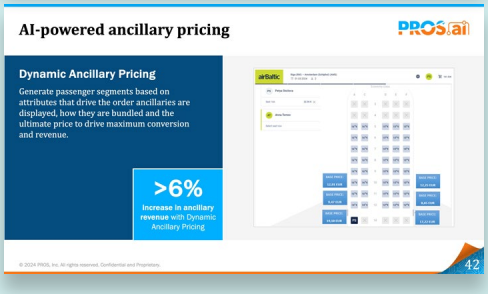












PROS AI Keynotes

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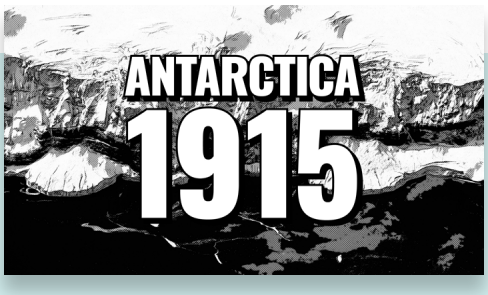
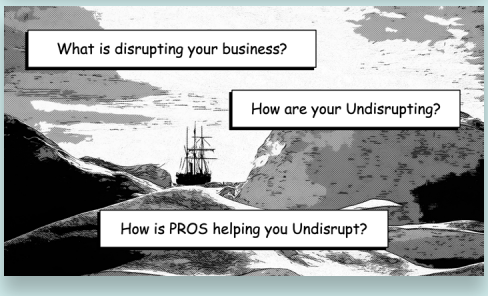
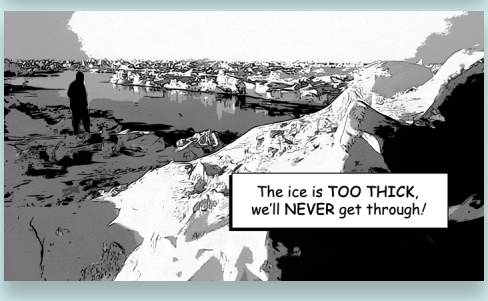
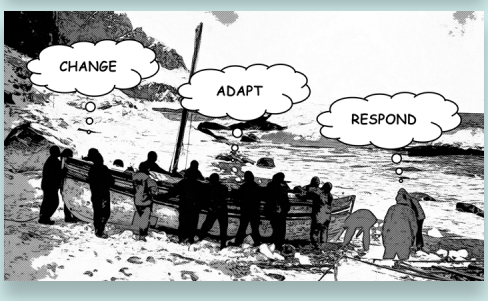
In a keynote speech, the CEO of PROS discusses the importance of addressing disruptive technologies and world events through the retelling of famed explorer Ernest Shackleton's fateful mission to Antarctica in 1915.









PROS AI Keynotes

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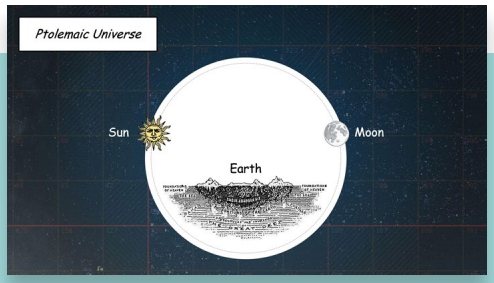
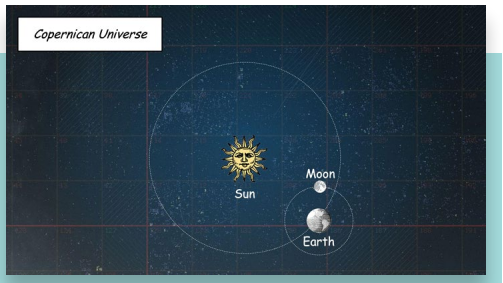
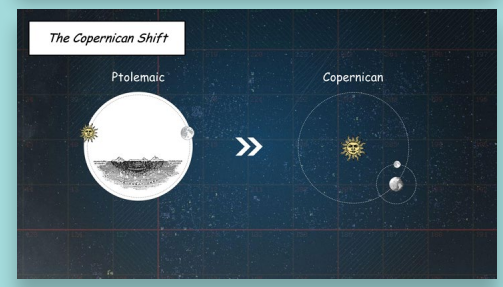
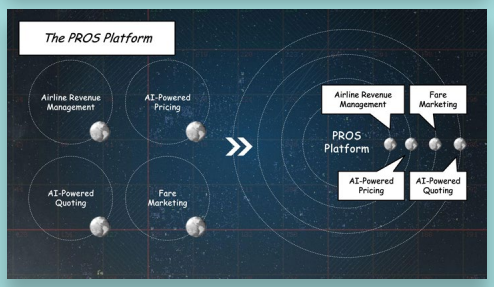
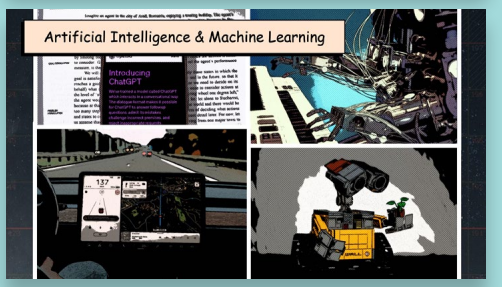
In a keynote speech, the CMO of PROS discusses paradigm shifts and challenging conventional ways of thinking through the story of famed Renaissance polymath Nicolaus Copernicus and the subsequent Copernican Revolution.











PROS AI Keynotes

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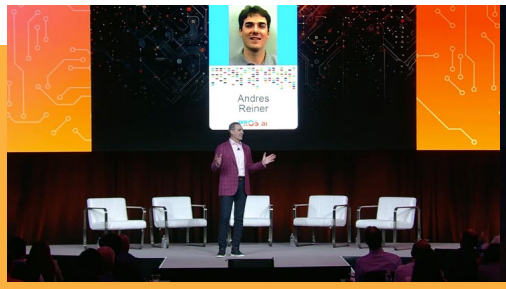
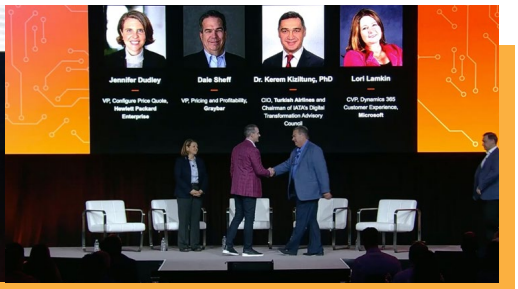
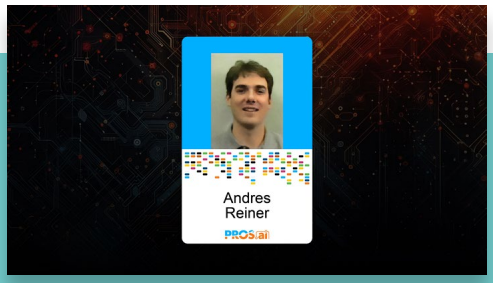
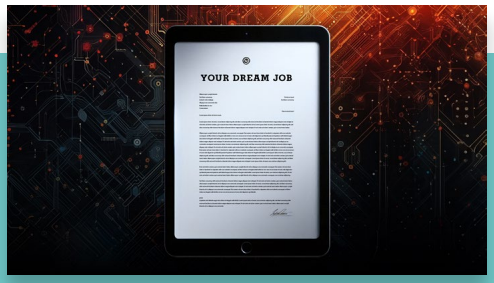
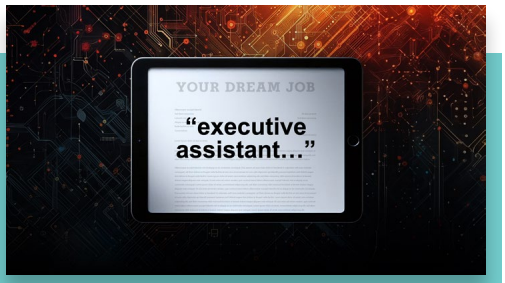
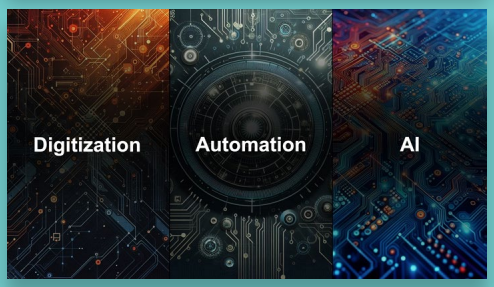
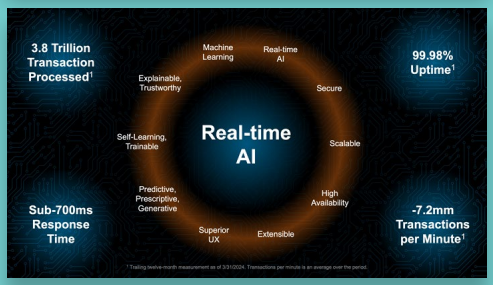
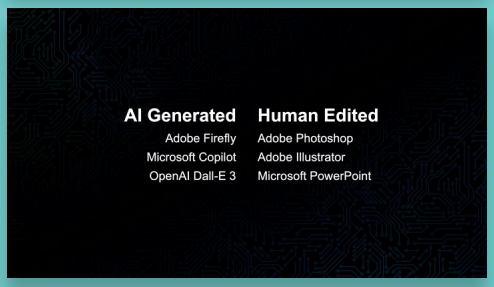
In a keynote speech, the CEO of PROS discusses the importance of embracing Enterprise AI through the lens of offering a dream job augmented with AI-powered perks and benefits.

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